

AMENDMENTS TO THE CLAIMS:

Please amend claims 13 and 14, and add new claims 20-30, as shown below.

This listing of claims will replace all prior versions and listings of claims in the
Application:

Claim 1 (previously presented). A commercial message transmitting and receiving system
for transmitting and receiving commercial message materials comprising:

an advertiser terminal to distribute a plurality of said commercial message materials and
a plurality of pieces of commercial message/identification information each corresponding to
each of said plurality of said commercial message materials over a same channel frequency and
during a same time period;

a broadcast station terminal to create and output a scaled-down and synthesized images
obtained by scaling down and synthesizing each of images of said plurality of said commercial
message materials and multi-channeled voices obtained by assigning each of voices of said
plurality of said commercial message materials to one single voice channel frequency being
different from each other and, at a same time, to synthesize and output said plurality of pieces
of said commercial message/identification information;

a transmitting device to modulate said scaled-down and synthesized images and said
multi-channeled voices fed from said broadcast station terminal and to transmit them as
program data and, at a same time, to modulate and transmit said plurality of pieces of said
commercial message/identification information fed from said broadcast station terminal;

a receiving terminal to automatically select, based on said plurality of pieces of said
commercial message/identification information transmitted from said transmitting device and

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viewer set in advance, the one commercial message material out of said plurality of said commercial message material fed as said scaled-down and synthesized images and said multi-channelled voices from said transmitting device and to expand and display images of the one commercial message materials automatically selected out of said plurality of said commercial message materials contained in said scaled-down and synthesized images and, at a same time, to output voices of said voice channels of the one commercial message material automatically selected out of said plurality of said voice channels contained in said multi-channelled voices

wherein said receiving terminal is provided with a view attribute setting section which the viewer uses to set and store the attribute information of the viewer in advance; and

wherein the attribute information includes at least information about an age, a sex and a preference of the viewer, and is read from said viewer attribute setting section, to automatically select the one commercial message material out of said plurality of said commercial message materials.

Claim 2 (previously presented): The commercial message transmitting and receiving system according to claim 1, wherein said receiving terminal transmits the commercial message/identification information of the one commercial message material and said attribute information of the viewer automatically selected to said advertiser terminal through a network and wherein said advertiser terminal performs statistical processing of said commercial message/identification information transmitted from said transmitting device and said attribute information of the viewer.

Claim 3 (previously presented): The commercial message transmitting and receiving system according to claim 1, wherein said transmitting device, when said scaled-down and synthesized

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image and said multi-channeled voices are transmitted by analog broadcasting, transmits said commercial message/identification information by using a vertical blanking interval and, when said scaled-down and synthesized images and said multi-channeled voices are transmitted by digital broadcasting, transmits said commercial message/identification information as section information or packetized elementary stream information.

Claim 4 (previously presented): The commercial message transmitting and receiving system according to claim 2, wherein said receiving terminal comprises:

a viewer attribute setting section to store said attribute information of the viewer set in advance;

a viewer attribute processing section to select one commercial message material based on said viewer's selection out of said plurality of said commercial message materials transmitted as said scaled-down and synthesized images and said multi-channeled voices from said transmitting device;

an image cutting/expanding section to cut and expand images of the one commercial message materials selected by said viewer attribute processing section out of images of said plurality of said commercial message materials contained in said scaled-down and synthesized images transmitted from said transmitting device;

a voice channel selecting section to select a single voice channel frequency of the one commercial message material selected by said viewer attribute processing section out of said plurality of said voice channels contained in said multi-channeled voices transmitted from said transmitting device;

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a switching section to select either of said scaled-down synthesized images transmitted from said transmitting device or said images out of images output from said image cutting/expanding section;

a display to display images output from said switching section;

a speaker to output voices of said voice channels selected by said voice channel selecting section;

a selected commercial message database to store the commercial message/identification information of the one commercial message material and said attribute information of said viewers selected by the viewer attribute processing section; and

a communication section to transmit the commercial message/identification information and said attribute information of the viewers stored in said selected commercial message database to said advertiser terminal through said network.

Claim 5 (canceled)

Claim 6 (previously presented): The commercial message transmitting and receiving system according to claim 4, wherein said advertiser terminal has a statistical processing section of performing statistical processing of said commercial message/identification information and said attribute information of the viewers transmitted from said communication section through said network.

Claim 7 (previously presented): A commercial message transmitting and receiving system according to claim 1 to transmit and receive commercial message materials,

wherein said receiving terminal displays said scaled-down and synthesized images transmitted from said transmitting device and expands and displays, when the viewer manually selects one commercial message material out of said plurality of said commercial message materials images of the one commercial message material manually selected and, at a same time, outputs voices of said voice channels of the one commercial message material manually selected out of said plurality of voice channels contained in said multi-channeled voices.

Claim 8 (previously presented): The commercial message transmitting and receiving system according to claim 7, wherein said receiving terminal transmits the commercial message/identification information of the one commercial message material and attribute information of the viewer manually selected to said advertiser terminal through a network and wherein said advertiser terminal performs statistical processing of said commercial message/identification information transmitted from said transmitting device and attribute information of the viewer.

Claim 9-12 (canceled)

Claim 13 (currently amended): A commercial message transmitting and receiving method, comprising:

~~a step of~~ distributing a plurality of commercial message materials and a plurality of pieces of commercial message/identification information each corresponding to each of said plurality of said commercial message materials over a same channel frequency and during a same time period from an advertiser terminal to a broadcast station terminal;

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~~a step of~~ scaling down and synthesizing each of said plurality of said commercial message materials to create a scaled-down and synthesized images in said broadcast station terminal and outputting said scaled-down and synthesized image to a transmitting device;

~~a step of~~ assigning each of voices of said plurality of said commercial message materials to one single voice channel frequency being different from each other to create multi-channeled voices in said broadcast station terminal and of outputting multi-channeled voices to said transmitting device;

~~a step of~~ synthesizing said plurality of pieces of said commercial message/identification information in said broadcast station terminal and of outputting them;

~~a step of~~ modulating, in said transmitting device, said scaled-down and synthesized images and multi-channeled voices fed from said broadcast station terminal and transmitting as program data to a receiving terminal and modulating said plurality of pieces of said commercial message/identification information fed from said broadcast station terminal and outputting them to said receiving terminal;

~~a step of~~ automatically selecting, in said receiving device one commercial message material out of said plurality of said commercial message materials transmitted as said scaled-down and synthesized images and multi-channeled voices from said transmitting device, based on said plurality of pieces of said commercial message/identification information transmitted from said transmitting device and attribute information of a viewer set in advance; and

~~a step of~~ expanding and displaying, in said receiving device images of the one commercial message material automatically selected out of said plurality of said commercial message materials contained in said scaled-down and synthesized images and of outputting

voice channels of the one commercial message material automatically selected out of said plurality of said voice channels contained in said multi-channeled voices;

wherein said receiving terminal is provided with a viewer attribute setting section which the viewer uses to set and store the attribute information of the viewer in advance; and

wherein the attribute information includes at least information about an age, a sex and a preference of the viewer, and is read from said viewer attribute setting section, to automatically select the one commercial message material out of said plurality of said commercial message materials.

Claim 14 (currently amended): The commercial message transmitting and receiving method according to claim 13, further comprising:

~~a step of~~ storing the commercial message/identification information of the one commercial message material and the attribute information of the viewers automatically selected by said receiving terminal;

~~a step of~~ transmitting the commercial message/identification information of the one commercial message material and the attribute information of the viewer automatically selected by said receiving terminal to said advertiser terminal through a network; and

~~a step of~~ performing statistical processing of said commercial message/identification information and said attribute information of the viewers transmitted from said receiving terminal in said advertiser terminal.

Claim 15 (previously presented): The commercial message transmitting and receiving method according to claim 13, wherein said transmitting device, when said scaled-down and said synthesized image and said multi-channeled voices are transmitted by analog broadcasting,

transmits said commercial message/identification information by using the vertical blanking interval and, when said scaled-down and said synthesized image and said multi-channeled voices are transmitted by digital broadcasting, transmits said commercial message/identification information as section information or as packetized elementary stream information.

Claims 16-18 (canceled)

Claim 19 (previously presented): The commercial message transmitting and receiving system according to claim 4, wherein said viewer attribute processing section is able to automatically and manually select one commercial message material out of said plurality of said commercial message materials transmitted as said scaled-down and synthesized images and said multi-channeled voices from said transmitting device, based on said plurality of pieces of said commercial message/identification information transmitted from said transmitting device and said attribute information of the viewers stored in said viewer attribute setting section.

Claim 20 (new): A commercial message transmitting and receiving system for transmitting and receiving commercial message materials comprising:

an advertiser terminal to distribute a plurality of said commercial message materials and a plurality of pieces of commercial message/identification information each corresponding to one of said plurality of said commercial message materials in a one-to-one relationship over a same channel frequency and during a same time period;

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a broadcast station terminal to create and output a scaled-down and synthesized image obtained by scaling down and synthesizing each image of said plurality of said commercial message materials and multi-channeled voices obtained by assigning each voice of said plurality of said commercial message materials to one of a plurality of voice channels being different from each other in a one-to-one relationship and, at a same time, to synthesize and output said plurality of pieces of said commercial message/identification information;

a transmitting device to modulate said scaled-down and synthesized image and said multi-channeled voices fed from said broadcast station terminal and to transmit them as program data and, at a same time, to modulate and transmit said plurality of pieces of said commercial message/identification information fed from said broadcast station terminal;

a receiving terminal to automatically select, based on said plurality of pieces of said commercial message/identification information transmitted from said transmitting device and attribute information of a viewer set in advance, one commercial message material out of said plurality of said commercial message material fed as said scaled-down and synthesized image and said multi-channeled voices from said transmitting device and to expand and display an image of the one commercial message material automatically selected out of said plurality of said commercial message materials contained in said scaled-down and synthesized image and, at a same time, to output a voice of the voice channel of the one commercial message material automatically selected out of said plurality of the voice channels contained in said multi-channeled voices;

wherein said receiving terminal is provided with a viewer attribute setting section which the viewer uses to set and store the attribute information of the viewer in advance; and

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wherein the attribute information includes at least information about an age, a sex and a preference of the viewer, and is read from said viewer attribute setting section, to automatically select the one commercial message material out of said plurality of said commercial message materials.

Claim 21 (new): The commercial message transmitting and receiving system according to claim 20, wherein said receiving terminal transmits the commercial message/identification information of the one commercial message material and said attribute information of the viewer automatically selected to said advertiser terminal through a network and wherein said advertiser terminal performs statistical processing of said commercial message/identification information transmitted from said transmitting device and said attribute information of the viewer.

Claim 22 (new): The commercial message transmitting and receiving system according to claim 20, wherein said transmitting device, when said scaled-down and synthesized image and said multi-channeled voices are transmitted by analog broadcasting, transmits said commercial message/identification information by using a vertical blanking interval and, when said scaled-down and synthesized image and said multi-channeled voices are transmitted by digital broadcasting, transmits said commercial message/identification information as section information or packetized elementary stream information.

Claim 23 (new): The commercial message transmitting and receiving system according to claim 21, wherein said receiving terminal comprises:

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a viewer attribute setting section to store said attribute information of the viewer set in advance;

a viewer attribute processing section to select one commercial message material based on said viewer's selection out of said plurality of said commercial message materials transmitted as said scaled-down and synthesized image and said multi-channeled voices from said transmitting device;

an image cutting/expanding section to cut and expand the image of the one commercial message material selected by said viewer attribute processing section out of images of said plurality of said commercial message materials contained in said scaled-down and synthesized image transmitted from said transmitting device;

a voice channel selecting section to select the voice channel of the one commercial message material selected by said viewer attribute processing section out of said plurality of said voice channels contained in said multi-channeled voices transmitted from said transmitting device;

a switching section to select either of said scaled-down synthesized image transmitted from said transmitting device or said images output from said image cutting/expanding section;

a display to display images output from said switching section;

a speaker to output the voice of said voice channel selected by said voice channel selecting section;

a selected commercial message database to store the commercial message/identification information of the one commercial message material and said attribute information of the viewer selected by said viewer attribute processing section; and

a communication section to transmit the commercial message/identification information and said attribute information of the viewer stored in said selected commercial message database to said advertiser terminal through said network.

Claim 24 (new): The commercial message transmitting and receiving system according to claim 23, wherein said advertiser terminal has a statistical processing section of performing statistical processing of said commercial message/identification information and said attribute information of the viewer transmitted from said communication section through said network.

Claim 25 (new): A commercial message transmitting and receiving system according to claim 20, wherein said receiving terminal displays said scaled-down and synthesized image transmitted from said transmitting device and expands and displays, when the viewer manually selects one commercial message material out of said plurality of said commercial message materials, the image of the one commercial message material manually selected and, at a same time, outputs the voice of said voice channel of the one commercial message material manually selected out of said plurality of voice channels contained in said multi-channeled voices.

Claim 26 (new): The commercial message transmitting and receiving system according to claim 25, wherein said receiving terminal transmits the commercial message/identification information of the one commercial message material and attribute information of the viewer manually selected to said advertiser terminal through a network and wherein said advertiser terminal performs statistical processing of said commercial message/identification information transmitted from said transmitting device and attribute information of the viewer.

Claim 27 (new): A commercial message transmitting and receiving method, comprising:

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distributing a plurality of commercial message materials and a plurality of pieces of commercial message/identification information each corresponding to one of said plurality of said commercial message materials in a one-to-one relationship over a same channel frequency and during a same time period from an advertiser terminal to a broadcast station terminal;

scaling down and synthesizing each of said plurality of said commercial message materials to create a scaled-down and synthesized image in said broadcast station terminal and outputting said scaled-down and synthesized image to a transmitting device;

assigning each of voices of said plurality of said commercial message materials to one of a plurality of voice channels being different from each other in a one-to-one relationship to create multi-channeled voices in said broadcast station terminal and of outputting multi-channeled voices to said transmitting device;

synthesizing said plurality of pieces of said commercial message/identification information in said broadcast station terminal and of outputting them;

modulating, in said transmitting device, said scaled-down and synthesized image and multi-channeled voices fed from said broadcast station terminal and transmitting as program data to a receiving terminal and modulating said plurality of pieces of said commercial message/identification information fed from said broadcast station terminal and outputting them to said receiving terminal;

automatically selecting, in said receiving device, one commercial message material out of said plurality of said commercial message materials transmitted as said scaled-down and synthesized image and multi-channeled voices from said transmitting device, based on said plurality of pieces of said commercial message/identification information transmitted from said transmitting device and attribute information of a viewer set in advance; and

expanding and displaying, in said receiving device, an image of the one commercial message material automatically selected out of said plurality of said commercial message materials contained in said scaled-down and synthesized image and of outputting a voice of the voice channel of the one commercial message material automatically selected out of said plurality of said voice channels contained in said multi-channeled voices;

wherein said receiving terminal is provided with a viewer attribute setting section which the viewer uses to set and store the attribute information of the viewer in advance; and

wherein the attribute information includes at least information about an age, a sex and a preference of the viewer, and is read from said viewer attribute setting section, to automatically select the one commercial message material out of said plurality of said commercial message materials.

Claim 28 (new): The commercial message transmitting and receiving method according to claim 27, further comprising:

storing the commercial message/identification information of the one commercial message material and the attribute information of the viewer automatically selected by said receiving terminal;

transmitting the commercial message/identification information of the one commercial message material and the attribute information of the viewer automatically selected by said receiving terminal to said advertiser terminal through a network; and

performing statistical processing of said commercial message/identification information and said attribute information of the viewer transmitted from said receiving terminal in said advertiser terminal.

Claim 29 (new): The commercial message transmitting and receiving method according to claim 27, wherein said transmitting device, when said scaled-down and said synthesized image and said multi-channelled voices are transmitted by analog broadcasting, transmits said commercial message/identification information by using the vertical blanking interval and, when said scaled-down and said synthesized image and said multi-channelled voices are transmitted by digital broadcasting, transmits said commercial message/identification information as section information or as packetized elementary stream information.

Claim 30 (new): The commercial message transmitting and receiving system according to claim 23, wherein said viewer attribute processing section is able to automatically and manually select one commercial message material out of said plurality of said commercial message materials transmitted as said scaled-down and synthesized image and said multi-channelled voices from said transmitting device, based on said plurality of pieces of said commercial message/identification information transmitted from said transmitting device and said attribute information of the viewer stored in said viewer attribute setting section.

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